III. AMENDMENT TO THE CLAIMS

- **Amendments Made Herein and Summary of Status of Claims**

    - **Please amend claims 1, 21, 25, 40, 44, 52, 59, 60, 61, and 62 without prejudice.**

    - **Please add new claim 63.**

    Claims 1 – 63 exist after the amendment above is entered. Claims 1, 21, 25, 40, 44, 52, 59, 60, 61 and 62 are amended herein. Claim 63 is added.

- **Statement with Respect to Scope of Amended and Non-Amended Claims**

    Revisions to the claim set is made in order to streamline prosecution of this case in order to obtain early allowance of embodiments that are presently anticipated to be of commercial significance and are not made for a purpose of patentability. Any amendment, cancellation, withdrawal or addition made herein with respect to the claims should not be construed in any manner as indicating Applicants' surrender of any subject matter of the application, or surrender of any equivalent to any element asserted in one or more claims. Any narrowing which may be evinced with respect to subject matter covered by the claims as a whole, or by one or more claims of the appended claims whether amended, re-represented, or new, when compared to claims previously in the application, should not be interpreted as indicating that the Applicants have generally disclaimed the territory between the original claimed subject matter and the amended claimed subject matter. Amended claims elements are to be construed to include substantial equivalents known to those of ordinary skill in the art. Applicants assert that any amendments transacted herein are made without prejudice and reserve all rights to prosecute any canceled claims, and claim structures preceding any amendment to a particular claim, and other disclosed (but not presently claimed) embodiments in the application, in future continuation applications, divisional applications, continuation-in-part applications, continuing prosecution applications, requests for continuing examination, re-examination applications and any other application claiming priority to the present application.

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- **COMPLETE LIST OF CLAIMS THAT ARE OR HAVE BEEN BEFORE THE OFFICE AFTER ENTRANCE OF THE AMENDMENTS MADE HEREIN**

The following claims constitute a complete list of claims that are or have been before the office after entrance of the amendments made herein. Amendments to the claims are indicated in accord with Revised 37 C.F.R. §1.121. In accord with such regulation, the listing of claims set forth below replaces all prior versions, and listings, of claims in the application:

--CLAIMS AS PENDING IN THE APPLICATION WITH AMENDMENTS MADE HEREIN
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1.   **(Currently Amended)** A method for providing a reward for displaying a motion picture content over a data network, comprising:

~~providing the motion picture content;~~

~~providing a reward engine;~~

transmitting [[the]] motion picture content over [[the]]a data network to a content display device[[, the]] after receipt from said content display device ~~having~~ information [[for]] identifying [[a]] one or more viewer(s) ~~viewer of~~ requesting ~~the~~ said motion picture content and information pertaining to the location of said content display device;

displaying[[, by the]] on the content display device[[,]] the motion picture content for a display period;

transmitting over [[the]] said data network[[,]] to [[the]] a reward engine[[,]] [[a]] display verification data verifying that [[the]] said motion picture content has been displayed by [[the]] said content display device for [[the]] a display period sufficient for a reward; and

providing [[the]] said reward to [[the]] one or more of said viewer(s) ~~viewer~~ for displaying the motion picture content for a display period sufficient for a reward.

2.   **(Original)** The method of claim 1, wherein the step of providing the motion picture content further comprises:

providing a motion picture advertisement.

3.   **(Original)** The method of claim 1, wherein the step of providing the motion picture content further comprises:

providing a movie.

4.   **(Original)** The method of claim 1, wherein the step of providing the motion picture content further comprises:

providing a sporting event.

5.   **(Original)** The method of claim 1, wherein the step of providing the motion picture content further comprises:

providing a situation comedy.

6.   **(Original)** The method of claim 1, wherein the step of providing the motion picture content further comprises:

providing a drama series.

7.   **(Original)** The method of claim 1, wherein the step of providing the motion picture content further comprises:

providing a news event.

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8.   **(Original)** The method of claim 1, wherein the step of providing the motion picture content further comprises:

providing a miniseries.

9.   **(Original)** The method of claim 1, wherein the step of transmitting the motion picture content comprises:

providing a content storage device, the content storage device containing the motion picture content;

requesting over the data network, by the content display device, the motion picture content from a content providing server, the content providing server being in communication with the content storage device;

retrieving, from the content storage device, content providing server, the motion picture requested; and

transmitting the motion picture content to the content display device, the motion picture content being transmitted from the content storage device, to the content providing server and then to the content display device through the data network.

10.   **(Original)** The method of claim 9, wherein the step of transmitting the motion picture content further comprises:

transmitting the information to the content providing server in the step of requesting the motion picture content from the content providing server; and

storing the information in a viewer information database, the viewer information database being in communication with the content providing server.

11.   **(Original)** The method of claim 9, wherein the content display device requests the motion picture content based on a demographic of the viewer.

12.   **(Original)** The method of claim 1, wherein the step of displaying the motion picture content further comprises:

displaying the motion picture content on an intelligent television.

13.   **(Original)** The method of claim 1, wherein the step of displaying the motion picture content further comprises:

displaying the motion picture content on a computer monitor.

14.   **(Original)** The method of claim 1, wherein the step of displaying the motion picture content further comprises:

displaying the motion picture content on a personal digital assistant.

15. **(Original)** The method of claim 1, wherein the step of displaying the motion picture content further comprises:

displaying the motion picture content on a cellular telephone.

16. **(Original)** The method of claim 1, wherein the step of displaying the motion picture content further comprises:

displaying the motion picture content on a liquid crystal display.

17. **(Original)** The method of claim 1, wherein the step of displaying the motion picture content further comprises:

displaying the motion picture content for the display period, the display period being a period of time to display a portion of the motion picture content.

18. **(Original)** The method of claim 1, wherein the step of displaying the motion picture content further comprises:

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displaying the motion picture content for the display 20 period, the display period being a period of time to display an entire motion picture content.

19. **(Original)** The method of claim 1, wherein the step of transmitting the display verification data further comprises:

providing the reward engine in communication with the content providing server;

identifying, to the reward engine through the display verification data, the motion picture content being displayed; and

identifying, to the reward engine through the display verification data, motion picture content being displayed; and

identifying, to the reward engine through the display verification data, the viewer information to identify the content display device displaying the motion picture content.

20. **(Original)** The method of claim 1, wherein the step of providing is the reward to the viewer further comprises:

entering the viewer into a sweepstakes.

21.   **(Currently Amended)** A method for providing a reward

for displaying a motion picture content over a data network,

comprising:

   providing the motion picture content;

   providing a reward engine;

   transmitting the motion picture content over the data

network to a content display device, the content display device

having information for identifying a viewer of the motion

picture content;

   displaying, by the content display device, the motion

picture content for a display period;

   transmitting over the data network, to the reward engine, a

display verification data verifying that the motion picture

content has been displayed by the content display device for the

display period; and

   providing the reward to the viewer for displaying the

motion picture content ~~The method of claim 1,~~

wherein the step of providing the reward to the viewer further

comprises:

   entering the viewer into a sweepstakes, wherein the viewer

is entered into the sweepstakes upon each instance that the

motion picture content is displayed on the content display

device.

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22. **(Original)** The method of claim 1, wherein the step of providing the reward to the viewer further comprises:

providing a monetary award to the viewer.

23. **(Original)** The method of claim 1, wherein the step of providing the reward to the viewer further comprises:

providing the viewer a product being displayed in the motion picture content.

24. **(Original)** The method of claim 1, wherein the step of providing the reward to the viewer further comprises:

providing the viewer a service being displayed in the motion picture content.

25. **(Currently Amended)** A method for providing a reward for transmitting an audio content over a data network, comprising:

~~providing the audio content,~~

~~providing a reward engine,~~

transmitting [[the]] audio content <u>over a data network</u> to a content playback device ~~over the data network,~~ <u>after receipt from said</u> [[the]] content playback device ~~having~~ information

[[for]] identifying [[a]] one or more listener(s) ~~listener~~ requesting ~~of the~~ said audio content and information pertaining to the location of said content playback device;

transmitting[[, by the]] on the content playback device[[,]] the audio content for a transmission period;

transmitting[[,]] over said data network to [[the]] a reward engine ~~over the data network,~~ [[a]] transmission verification data verifying that the audio content has been transmitted by [[the]] said content playback device for [[the]] a transmission period sufficient for a reward; and

providing [[the]] said reward to [[the]] one or more of said listener(s) ~~listener~~ for transmitting the audio content for a display period sufficient for a reward.

26. **(Original)** The method of claim 25, wherein the step of providing the audio content further comprises:

providing a sound advertisement.

27. **(Original)** The method of claim 25, wherein the step of transmitting the audio content further comprises:

providing a content storage device, the content 15 storage device containing the audio content;

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requesting over the data network, by the content playback device, the audio content from a content providing server, the content providing server being in communication with the content playback device;

retrieving, from the content storage device, by the content providing server, the audio content requested; and

transmitting the audio content to the content playback device, the audio content being transmitted from the content storage device, to the content providing server and then to the content playback device.

28. **(Original)** The method of claim 27, wherein the step of transmitting the audio content further comprises:

transmitting the information to the content providing server in the step of requesting the audio content from the content providing server; and

storing the information in a listener information 10 database, the listener information database being in communication with the content providing server.

29. **(Original)** The method of claim 27, wherein the content playback device requests the audio content based on a listening habit of the listener.

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30. **(Original)** The method of claim 27, wherein the content playback device requests the audio content based on a demographic of the listener.

31. **(Original)** The method of claim 25, wherein the step of transmitting the audio content further comprises:

Transmitting the audio content on a radio.

32. **(Original)** The method of claim 25, wherein the transmitting the audio content further comprises:

transmitting the audio content on a television.

33. **(Original)** The method of claim 25, wherein the transmitting the audio content further comprises:

transmitting the audio content on a computer speaker.

34. **(Original)** The method of claim 25, wherein the he step of transmitting the audio content further comprises:

transmitting the audio content on a personal digital assistant.

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35. **(Original)** The method of claim 25, wherein the is transmitting the audio content further comprises:

transmitting the audio content on a telephone.

36. **(Original)** The method of claim 25, wherein the step of transmitting the audio content further comprises:,

transmitting the audio content on a digital audio player.

37. **(Original)** The method of claim 25, wherein the step of transmitting the audio content further comprises:

transmitting the audio content for the transmission period, the transmission period being a period of time to transmit a portion of the audio content.

38. **(Original)** The method of claim 25, wherein the step of transmitting the transmission verification data further comprises:

providing the reward engine in communication with the content providing server;

identifying, to the reward engine through the transmission verification data, the audio content being transmitted; and

identifying, to the reward engine through the transmission verification data, the content playback device transmitting the audio content.

39.   **(Original)** The method of claim 25, wherein the step of providing the reward to the listener further comprises:

Entering the listener into a sweepstakes.

40.   **(Currently Amended)** ~~The method of claim 25,~~ A method for providing a reward for transmitting an audio content over a data network, comprising:

providing the audio content;

providing a reward engine;

transmitting the audio content to a content playback device over the data network, the content playback device having information for identifying a listener of the audio content;

transmitting, by the content playback device, the audio content for a transmission period;

transmitting, to the reward engine over the data network, a transmission verification data verifying that the audio content has been transmitted by the content playback device for the a transmission period; and

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<u>providing the reward to the listener for transmitting the audio content;</u>

wherein the step of providing the reward to the listener further comprises:

entering the listener into a sweepstakes, wherein the listener is entered into the sweepstakes upon each instance that the audio content is transmitted on the content playback device.

41. **(Original)** The method of claim 25, wherein the step of providing the reward to the listener further comprises:

providing a monetary award to the listener.

42. **(Original)** The method of claim 25, wherein the step of providing the reward to the listener further comprises:

providing the listener a product being promoted in the audio content.

43. **(Original)** The method of claim 25, wherein the step of providing the reward to the listener further comprises:

providing the listener a service being promoted the audio content.

44. **(Currently Amended)** A system for providing a reward for displaying a motion picture content over a data network, comprising:

a content display device for displaying [[the]] a motion picture content;

a content providing server, the content providing server having a processor for communicating with the content display device and a content storage device, the content providing server further having a reward engine; [[and]]

[[the]] said content storage device, the content storage device having computer instructions stored thereon, that, when loaded into a computer, cause the computer to perform the method of:

transmitting [[the]] motion picture content over the data network to [[the]] said content display device, the content display device after receipt from said content display device of having a viewer information [[for]] identifying one or more viewer(s) requesting a viewer of the said motion picture content and information pertaining to the location of said content display device;

displaying[[, by the]] on said content display device[[,]] the motion picture content for a display period;

transmitting over [[the]] said data network[[,]] to [[the]] a reward engine[[,]] [[a]] display verification data verifying that [[the]] said motion picture content has been displayed for [[the]] a display period sufficient for a reward; and

providing [[the]] said reward to [[the]] said viewer(s) ~~viewer~~ for displaying the motion picture content for a display period sufficient for a reward.

45. **(Original)** The system of claim 44, wherein the content display device requests the motion picture content based on a viewing habit of the viewer.

46. **(Original)** The system of claim 44, wherein the content display device requests the motion picture content based on a demographic of the viewer.

47. **(Original)** The system of claim 44, wherein the content display device is a television.

48. **(Original)** The system of claim 44, wherein the content display device is a computer monitor.

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49. **(Original)** The system of claim 441 wherein the content display device is a personal digital assistant.

50. **(Original)** The system of claim 44, wherein the content display device is a cellular telephone.

51. **(Original)** The system of claim 44, wherein the content display device is a liquid crystal display.

52. **(Currently Amended)** A system for providing a reward for transmitting an audio content over a data network, comprising:

a content playback device for transmitting the audio content;

a content providing server, the content providing server having a processor for communicating with the content playback device and a content storage device, the content providing server further having a reward engine; [[and]]

[[the]] said content storage device, the content storage device having computer instructions stored thereon, that, when loaded into a computer, cause the computer to perform the method of:

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transmitting [[the]] audio content <u>over the data network</u> to [[the]] <u>said</u> content playback device ~~over the data network, the content playback device~~ <u>after</u> receipt from said content playback device of ~~having~~ information [[for]] identifying [[a]] <u>one or more listener(s) requesting</u> ~~listener of the~~ audio content <u>and information pertaining to the location of said content playback device</u>;

transmitting~~, by the~~ <u>on</u> said content playback device[[,]] the audio content for a transmission period;

transmitting <u>over said</u> data network[[,]] to [[the]] <u>a</u> reward engine ~~over the data network,~~ [[a]] transmission verification data verifying that [[the]] <u>said</u> audio content has been transmitted by [[the]] <u>said</u> content playback device for [[the]] <u>a</u> transmission period <u>sufficient for a reward</u>; and

providing [[the]] <u>said</u> reward to [[the]] <u>said listener(s)</u> ~~listener~~ for transmitting the audio content <u>for a display period sufficient for a reward</u>.

53.   **(Original)** The system of claim 52, wherein the audio content is a sound advertisement.

54.   **(Original)** The system of claim 52, wherein the audio content is a sporting event.

55. **(Original)** The system of claim 52, wherein the audio content is a situation comedy.

56. **(Original)** The system of claim 52, wherein the audio content is a drama series.

57. **(Original)** The system of claim 52, wherein the audio content is a news event.

58. **(Original)** The system of claim 52, wherein the audio content is a miniseries.

59. **(Currently Amended)** A computer readable medium having computer instructions stored thereon that, when loaded into a computer system, cause the computer system to perform the method for providing a reward for displaying a motion picture content over a data network, the method comprising:

providing the motion picture content;

providing a reward engine;

transmitting [[the]] motion picture content over [[the]] a data network to a content display device[[, the]] after receipt from said content display device having information [[for]]

identifying [[a]] <u>one or more viewer(s)</u> ~~viewer of~~ <u>requesting</u> <u>said</u> [[the]] motion picture content <u>and information pertaining</u> <u>to the location of said content display device</u>;

displaying[[, by the]] <u>on the</u> content display device[[,]] the motion 10 picture content for a display period;

transmitting over [[the]] <u>said</u> data network[[,]] to [[the]] <u>a</u> reward engine[[,]] [[a]] display verification data verifying that [[the]] <u>said</u> motion picture content has been displayed by [[the]] <u>said</u> content display device for [[the]] <u>a</u> display period <u>sufficient for a reward</u>; and

providing [[the]] <u>said</u> reward to [[the]] <u>one or more of</u> <u>said viewer(s)</u> ~~viewer~~ for displaying the motion picture content <u>for a display period sufficient for a reward</u>.

60. **(Currently Amended)** A computer readable medium having computer instructions stored thereon that, when loaded into a computer system, cause the computer system to perform the method for providing a reward for transmitting an audio content over a data network, comprising:

~~providing the audio content;~~

~~providing a reward engine;~~

transmitting [[the]] audio content <u>over a data network</u> to a content playback device ~~over the data network,~~ <u>after receipt</u>

from said [[the]] content playback device having—information [[for]] identifying [[a]] one or more listener(s) listener requesting of the said audio content and information pertaining to the location of said content playback device;

transmitting[[, by the]] on the content playback device[[,]] the audio content for a transmission period;

transmitting[[,]] over said data network to [[the]] a reward engine over the data network, [[a]] transmission verification data verifying that the audio content has been transmitted by [[the]] said content playback device for [[the]] a transmission period sufficient for a reward; and

providing [[the]] said reward to [[the]] one or more of said listener(s) listener for transmitting the audio content for a display period sufficient for a reward.

61. **(Currently Amended)** An electronic signal, comprising:

computer instructions that, when loaded into a computer, cause the computer to perform a method for providing a reward for displaying a motion picture content over a data network, the method comprising:

providing the motion picture content;

providing a reward engine;

transmitting [[the]] motion picture content over [[the]] a data network to a content display device[[, the]] after receipt from said content display device having information [[for]] identifying [[a]] one or more viewer(s) viewer of requesting [[the]] said motion picture content and information pertaining to the location of said content display device;

displaying[[, by the]] on the content display device[[,]] the motion picture content for a display period;

transmitting over [[the]] said data network[[,]] to [[the]] a reward engine[[,]] [[a]] display verification data verifying that the motion picture content has been displayed by [the] said content display device for [[the]] a display period sufficient for a reward; and

providing [[the]] said reward to [[the]] one or more of said viewer(s) viewer for displaying the motion picture content for a display period sufficient for a reward.

62. **(Currently Amended)** An electronic signal, comprising:

computer instructions that, when loaded into a computer, cause the computer to perform a method for providing a reward for transmitting an audio content over a data network, comprising:

providing the audio content;

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~~providing a reward engine;~~

transmitting [[the]] audio content <u>over a data network</u> to a content playback device ~~over the data network,~~ <u>after receipt</u> <u>from said</u> [[the]] content playback device ~~having~~ information [[for]] identifying [[a]] <u>one or more listener(s)</u> ~~listener~~ requesting ~~of the~~ <u>said</u> audio content <u>and information pertaining</u> <u>to the location of said content playback device</u>;

transmitting[[, by the]] <u>on the</u> content playback device[[,]] the audio content for a transmission period;

transmitting[[,]] <u>over said data network</u> to [[the]] <u>a</u> reward engine ~~over the data network,~~ [[a]] transmission verification data verifying that the audio content has been transmitted by [[the]] <u>said</u> content playback device for [[the]] <u>a</u> transmission period <u>sufficient for a reward</u>; and

providing [[the]] <u>said</u> reward to [[the]] <u>one or more of</u> <u>said listener(s)</u> ~~listener~~ for transmitting the audio content <u>for a display period sufficient for a reward</u>.

63.(New) A method for providing a reward for displaying a motion picture or audio content advertisement over a data network, comprising:

transmitting motion picture or audio content consisting of an advertisement over a data network to a content display device

after receipt from said content display device of a request for said motion picture or audio content and information identifying the location of said content display device;

displaying on the content display device the motion picture or audio content consisting of an advertisement for a display period;

transmitting over said data network to a reward engine display verification data verifying that said motion picture or audio content consisting of an advertisement has been displayed by said content display device for a display period sufficient for a reward; and

providing said reward to for displaying the motion picture or audio content consisting of an advertisement for a display period sufficient for a reward.